

Recreation Advisory Committee Meeting Minutes
December 4, 2014, 8:30 am, Town Hall

Attendees: Fred Pfohl, Nancy Owen, Barbara Piquet, Jim Brooks, Recreation Director Sandy Carr and Town Manager Randy Feierabend. Absent: Gil Adams, Rory Ellington and Calder Smoot

1. Welcome and Approval of 10/02/14 Minutes – Barbara made the motion to approve the 10/02/14 minutes and Nancy seconded. The motion passed unanimously.
2. Monthly Recreation Center Reports (October/November) – Sandy noted on the monthly reports that the renewed and new memberships exceeded the expired memberships for both months. She also noted that Munchkinland, a first year event made money. She also noted that the Sledding Hill was up and operational for Thanksgiving weekend.
3. Events and Programs - Recap October/November
Sandy recommended that Munchkinland Family Adventure continue with minor changes. It was noted that the Harvest Hayride event has a name change to Leaf Peaking in order to draw more participants although this year it was run in the evening and the weather was not good. The Committee agreed that spending money on the bus for the Halloween event was a good idea even though there were 12 – 15 children on the bus. Nancy noted that most of the children were not from Beech Mountain. It was determined that we will have better attendance in 2015 by moving the event to Friday evening, October 30th. Sandy noted that having elections at Buckeye is a great way to connect with local residents and reported that we did several tours that day. Sandy reported the success of the Holiday Market with more vendors than ever before, the Hoops for the Hungry Contest and that road conditions were not that bad if you had the appropriate vehicle and tires. The event report has some interesting statistics including that over 60% of the people that completed the survey were not from Beech. Sandy noted that we had three ASU Recreation Management students helping with the event.
 - a) Upcoming Events – Sandy reported that Boy Scout Troop 197 would be camping out at Buckeye and then hitting the EMO Trails for a 20 mile hike. She noted all the events in December. Fred noted that having a hike during Christmas week might be something to consider. Sandy will have 4 ups and flyers delivered to all outlets. It was noted that three military groups would be on Beech next weekend. Fred noted that Santa visit used to happen during third week in December and was originally moved so that Cyclone could do the part to the second week in December. Fred suggested that it be moved back to the third week. Sandy noted that it is a Chamber event and that the dates have already been put on the rack card but that she would pass on the information to the Chamber.

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4. Marketing – Sandy reported on all the marketing efforts and the Committee noted how important the social media effort has become. The Buckeye website is in the middle of its redesign and Sandy and Sean attended the Facebook Lunch and Learn put on by the chamber.
5. Outdoor – Sandy reported that the EMO signs are up and that Sean is in the process of creating a temporary EMO map with elevations, mileage and parking information. We are targeting the grand re-opening to coincide with June Family Month marketing efforts. June 6 – 7 and Craig is aware of this date selection. Sandy reported that all the winter preparations have been completed and noted the new signage at the sledding hill.
6. Old Business – Sandy reported that RecTrac is an ongoing project and that all the boilers and heat units are working at Buckeye. The shades have also been fixed.
7. New Business – Sandy reported that the Beech Mountain Club came and helped tape out a Pickleball court and has lent us equipment for the winter. Jim remarked that we should market the new activity. Sandy noted that it will be in the next Buzz and that flyers are already being made. Jim also suggested that the Club host some tennis events for spectators down at Buckeye but Barbara noted that the viewing area would be a problem. Sandy noted that she had extended professional courtesy to Tim and Matt inviting them to come and use the courts during the winter and that the relationship with the Club is growing stronger.
8. Miscellaneous – Sandy presented the 2014 Year in Review Slide Show. Fred suggested that the show be placed on the website. A version of the show is already on the town website. Sandy thanked the Recreation Committee for all of their help this year and noted the progress that was achieved this year with the committee's help.
9. Speakout Session – Fred suggested that the banner be hung higher across from the store so that another banner could be placed underneath it. Sandy noted that chains were going to be used to secure the banner which has been mounted to plywood. Fred suggested that a snow shovel be placed on the back of the Polaris to assist with cleaning off steps. Sandy noted that the Pinnacle snow removal employees pushed the snow more than 5 feet in the air against the fence that leads to the walkway down past the Bark Park. Sandy talked with Judy last year to see if the parking lot snow could be pushed in another direction because it was impossible to keep that area open. Nancy noted that she and others would like a 5:30 – 6:30 pm exercise class. It was noted that this has been tried several times without much success. Sandy will try to find another instructor and offer the class beginning in January if possible. Jim discussed looking into owners will to donate to the town lots in the Westbowl area. He also noted that we should try to finish the street scape and also put back the walking access from Eagles Nest on to EMO. Fred also mentioned having a yoga class and Sandy reported why this would not be effective at this time but that she intends to find yoga instructors for the summer just like this year. We had three different types of yoga being taught this summer. Fred mentioned that an extension cord which had been buried at Perry Park was pulled up. Sandy noted that she would have her crew go and rebury the cord so that holiday lights could be installed.
10. Jim Brooks moved to adjourn the meeting and Nancy seconded the motion. The motion was approved unanimously.
11. Next Meeting – Thursday, February 5th at 8:30 am Town Hall